



PATENT ABSTRACTS OF JAPAN

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G06F 17/60(21) Application number: **09341086**(71) Applicant: **HITACHI LTD**(22) Date of filing: **11 . 12 . 97**(72) Inventor: **TAKEDA HIROTOSHI**
ADACHI YUKIO(54) **ELECTRONIC COUPON ISSUING EXCHANGING SYSTEM**

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(57) Abstract:

PROBLEM TO BE SOLVED: To provide an electronic coupon issuing exchanging system that causes few losses of use opportunities of a coupon user, requires low expenses of a coupon provider, does not need much time or cost for developing an online shopping system and can flexibly review and change a coupon issuing shop or a merchandise sales shop.

SOLUTION: When a coupon is issued by a shop (the first computer 110), its issuing past record information is transmitted to a server device (the third computer 130) for managing coupon issue use condition by way of a communication line 150. Also, when an object merchandise is purchased by that coupon at another store (the second computer 120), the coupon issuing past record information is retrieved by way of the communication line 150, a discount service is performed on the shop side based on the adaptable coupon information, its coupon exchange past record information is transmitted to the computer 130 by way of the communication line 150 and stored in a storage means.

